

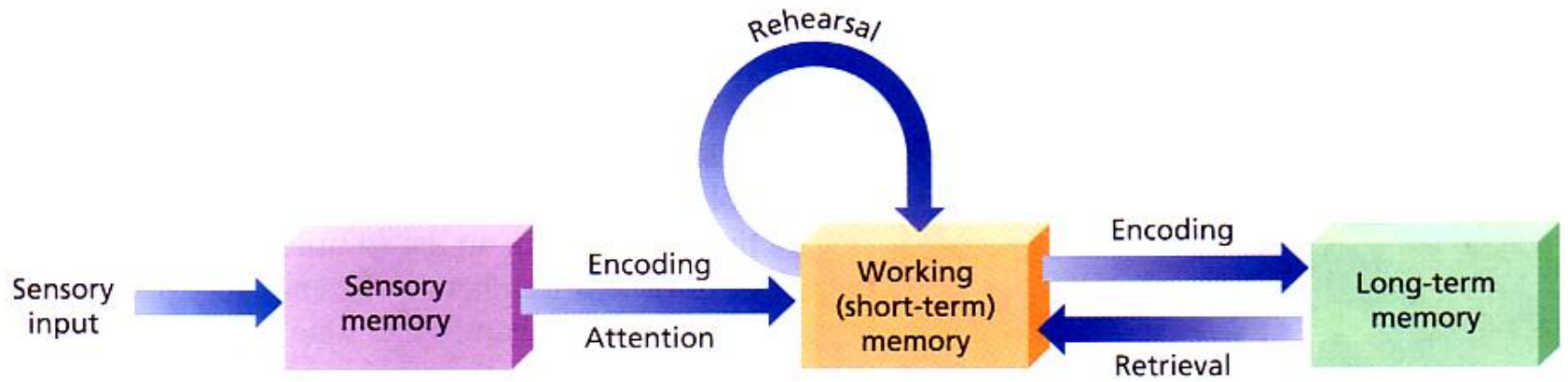
**MEMORY**

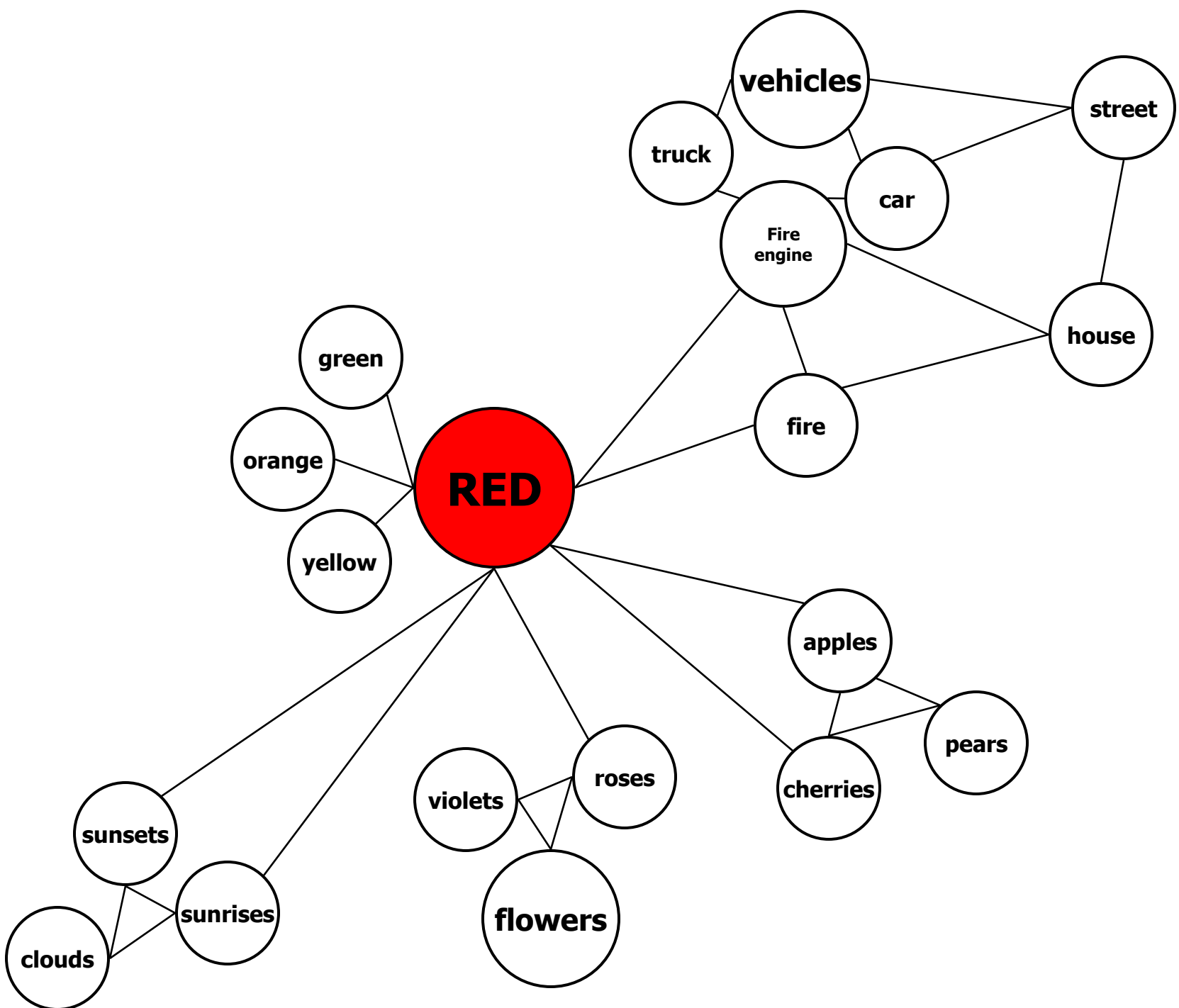
# **Atkinson & Shiffrin (1968)**

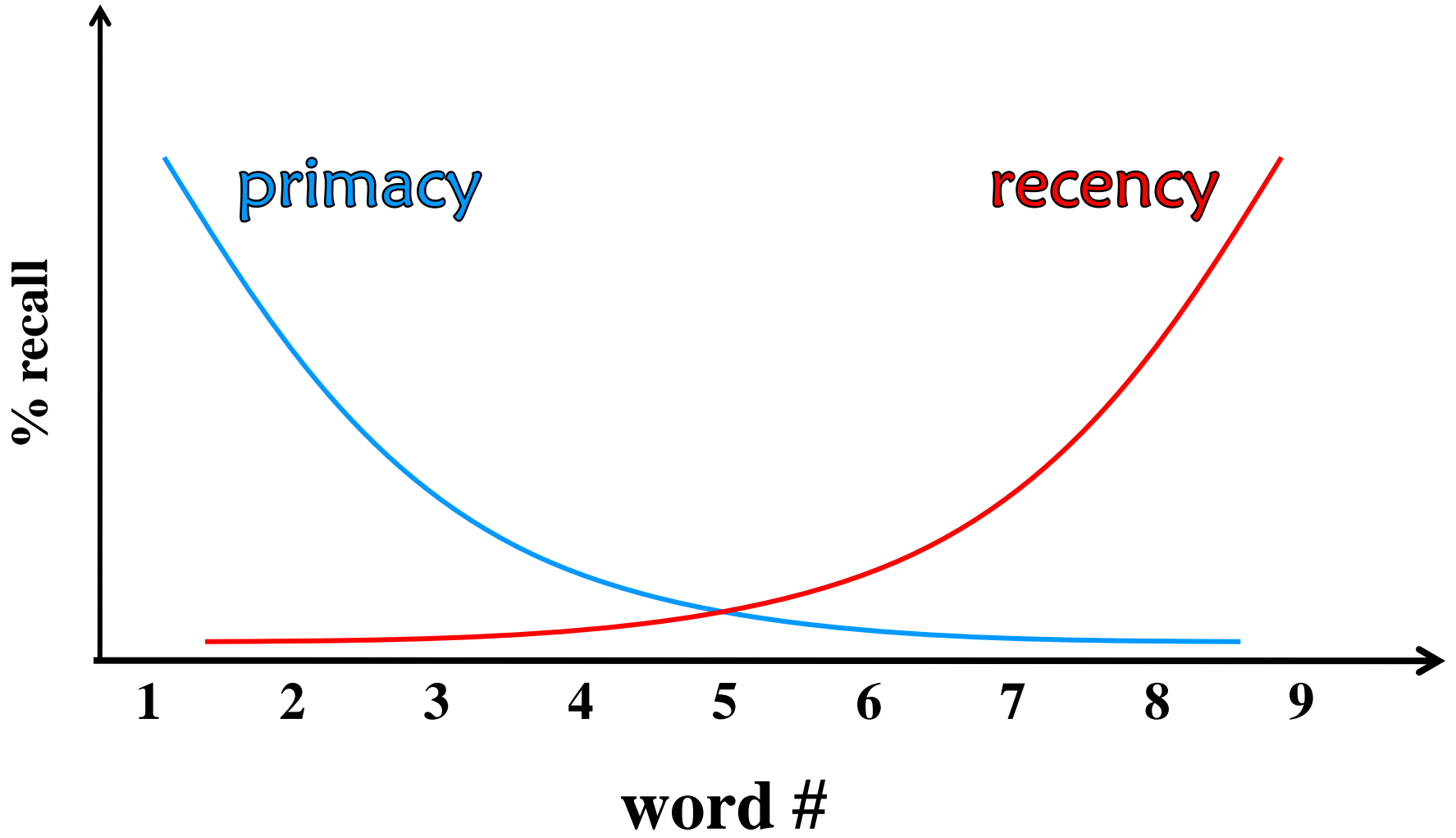
**1. sensory memory**

**2. short-term memory**

**3. long-term memory**







# **1. ACRONYMS**

# **2. ACROSTICS**

# **3. CATEGORICAL CLUSTERING**

# **4. INTERACTIVE IMAGERY**

**COGNITION**

# heuristics

- ❖ mental shortcuts or rules of thumb that generally work, but sometimes lead to bad decisions

# biases

- ❖ tendencies to process information inaccurately

# ASCH (1946)

**INTELLIGENT**

**ENVIOUS**

**INDUSTRIOUS**

**STUBBORN**

**IMPULSIVE**

**CRITICAL**

**CRITICAL**

**IMPULSIVE**

**STUBBORN**

**INDUSTRIOUS**

**ENVIOUS**

**INTELLIGENT**

**WARM/COLD**



Rigid thinking caused  
by over-dependence on  
prior experience

mental sets

# functional

# fixedness

A predisposition to use an object only in traditional or typical ways



